# Fauquier County Parks and Recration Needs Assessment Survey

Presented by

ETC Institute

March 1, 2017

# A National Leader in Market Research for Local Governmental Organizations

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More than 2,050,000 Persons Surveyed Since 2006 for more than 850 communities in 49 States, including hundreds of parks and recreation needs assessments

### **Agenda**

- Purpose
- Methodology
- Demographics
- Overview of What We Learned from the Statistically Valid Survey
- Major Findings By Topic
- Summary of Findings
- Questions

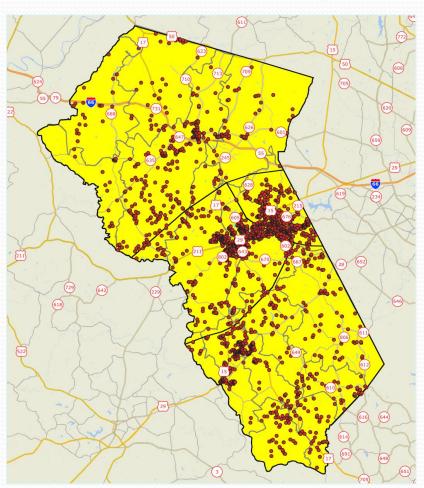
### **Purpose**

- □ To objectively assess usage, satisfaction, and needs for a wide ranges of recreation facilities and programs
- ☐ To identify opportunities for the Fauquier County Parks and Recreation Department to better serve the leisure and recreation needs of the community

### Methodology

- Survey Description
  - The survey was 7 pages long and took most residents 20 minutes to complete
- Method of Administration
  - Mailed to a random sample of household in the County
  - Residents were allowed to complete the survey by mail, phone and/or the internet
  - The respondents home address was used to validate responses to be sure they were eligible to participate
- Contractual goal was to complete 1,000 surveys. The actual number of completed surveys was 1,208
- □ Confidence level: 95%, Margin of error: +/- 2.8%
- Home addresses were geocoded to allow our team to create maps that show how needs vary in different areas

### Who Participated in the Survey?

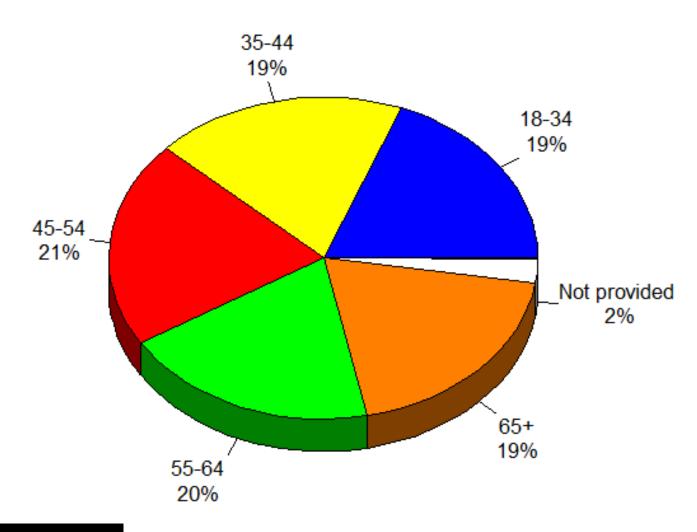


Results are
statistically
representative
of the County's
population
within +/-2.8%
at the 95% level
of confidence

1,208 completed the survey

#### Q18. Demographics: What is your age?

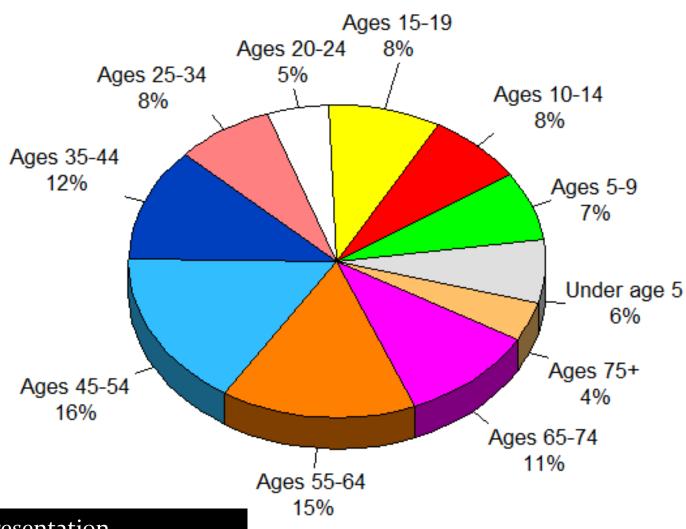
by percentage of respondents



Good Representation
By Age of Respondents

#### Q19. Demographics: Ages of People in Household

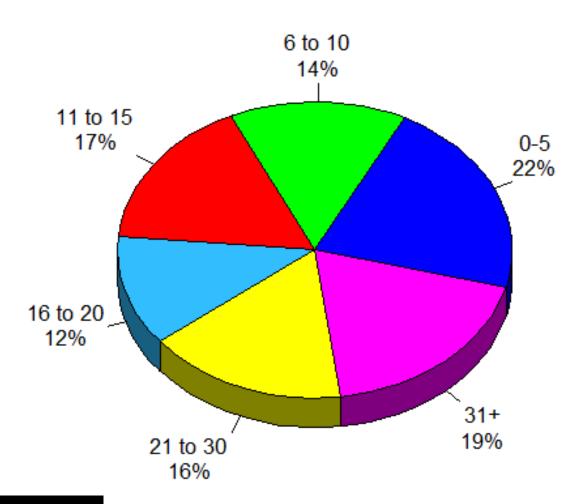
by percentage of household occupants



Good Representation By Ages of Household Occupants

## Q20. Demographics: How many years have you lived in Fauquier County?

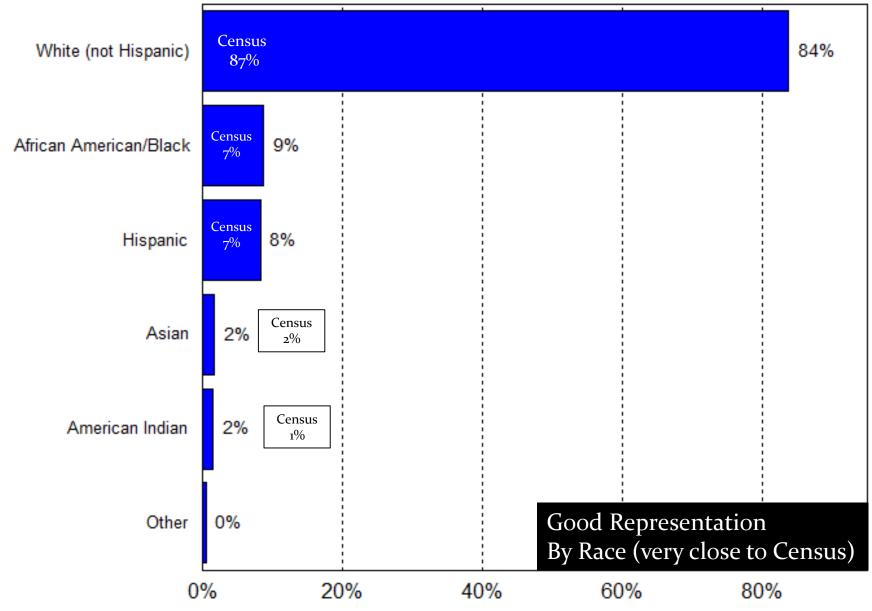
by percentage of respondents



Good Representation By Years of Residency

#### Q21. Demographics: Race

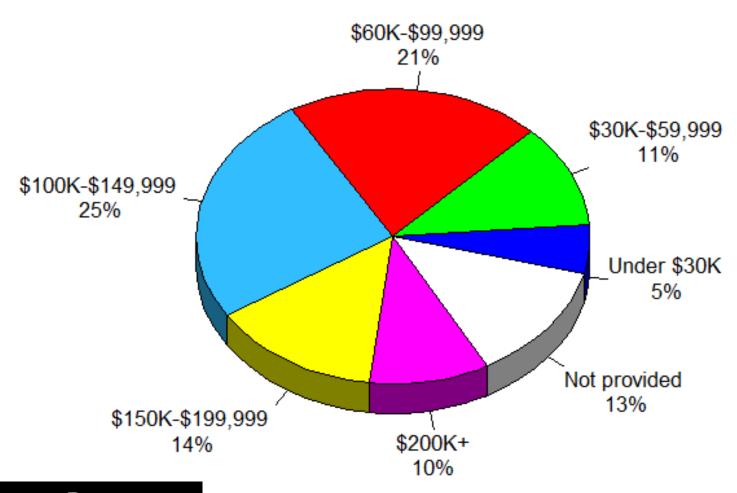
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

#### Q23. Demographics: Annual Household Income

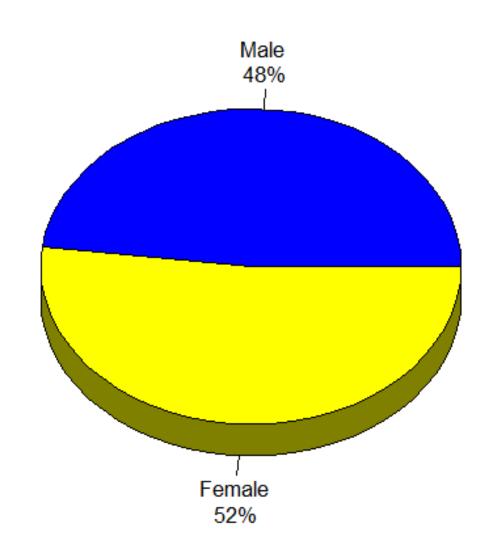
by percentage of respondents



All Income Ranges Were Well Represented

## Q24. Demographics: With which gender do you identify most?

by percentage of respondents



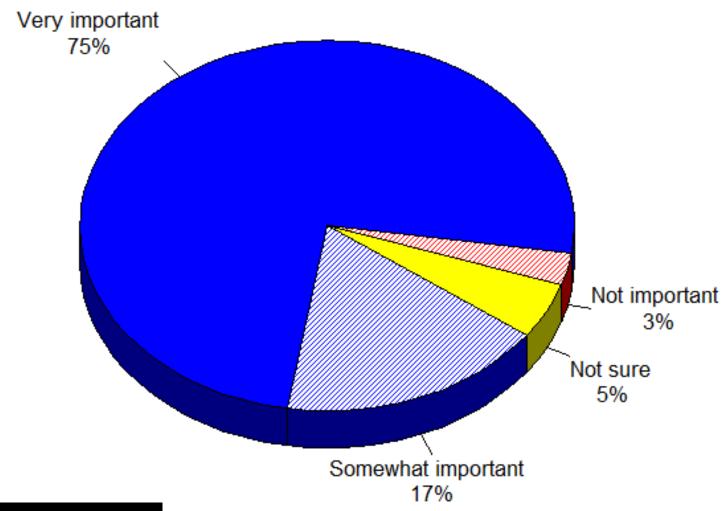
### Here's What We Learned

- Usage of FCPRD facilities is very high
- Satisfaction with FCPRD programs/facilities is very high
- The 5 highest priorities for <u>facility improvements</u> include:
  - Greenway trails for walking, biking and hiking
  - River access for boating, kayaking, and swimming
  - Indoor walking/jogging tracks
  - Shooting ranges for guns and archery
  - Indoor aquatic/swimming facilities
- The 5 highest priorities for **ADULT program improvements** include:
  - Shooting sports/archery classes and competitions
  - Trips/Tours
  - Painting/drawing classes
  - Senior recreation classes
  - Training/certification/education classes
- The 5 highest priorities for YOUTH program improvements include:
  - Children/youth camps (during summer and breaks)
  - Shooting sports/archery classes and competitions
  - Swim lessons
  - Painting/drawing classes
  - After school programs

# Topic #1 Importance of Having the County Provide Parks and Recreation Programs and Facilities

#### Q6. Importance of Having Fauquier County Provide High Quality Parks and Recreation Programs and Facilities

by percentage of households

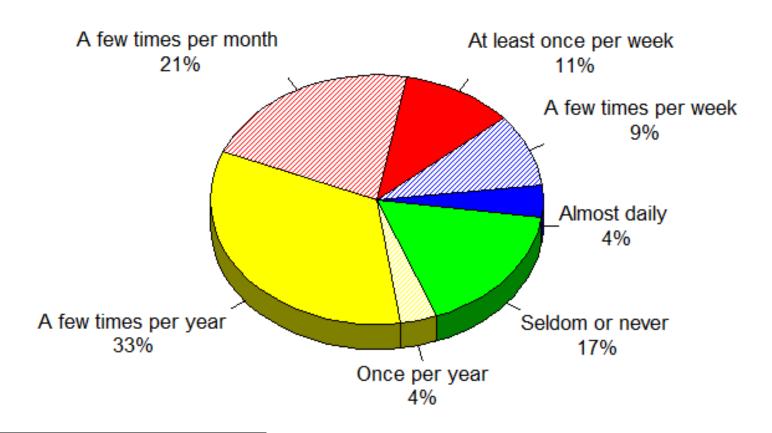


Most Residents Thought It Was VERY IMPORTANT

# Topic #2 Usage of Parks and Recreation Facilities

# Q1. On Average, How Often Do You and Other Members of Your Household Visit Parks and Recreation Facilities Operated by Fauquier County Parks and Recreation?

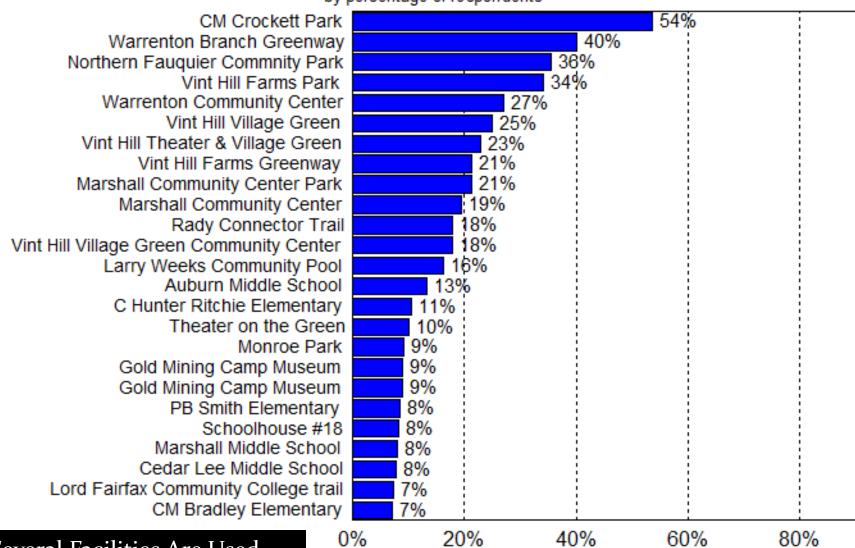
by percentage of respondents



83% of Residents Uses FCPRD Facilities at least Once Per Year

#### Q2. Parks Household Members Have Visited During the Past Year

by percentage of respondents



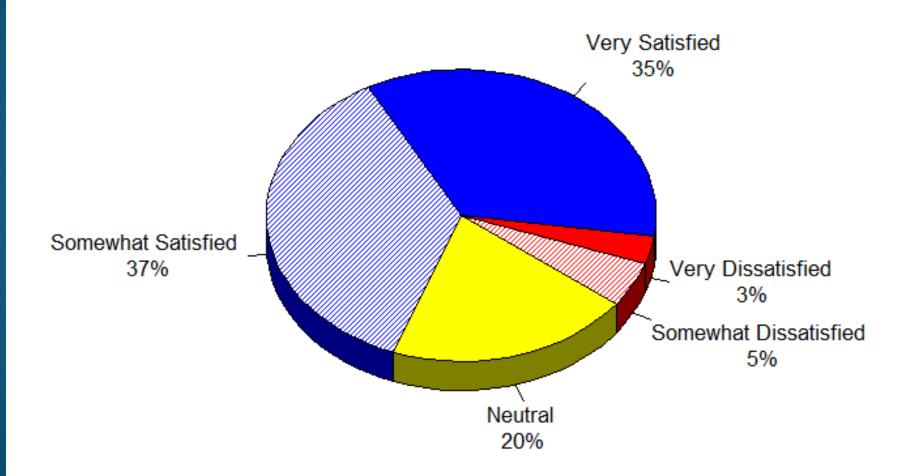
Several Facilities Are Used By 1/5<sup>th</sup> of Residents or More

Note: The full list of all 45 facilities operated by FCP&R can be found in the Tabular Data Section of this report

# Topic #3: Satisfaction with Existing Facilities and Programs

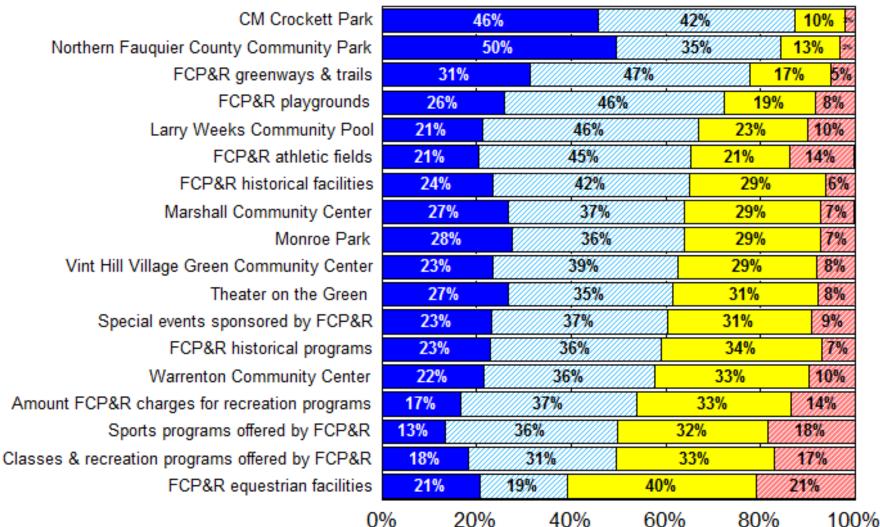
#### Q5. Satisfaction With the Parks and Recreation Programs and Facilities Provided by FCP&R

by percentage of households



## Q4. Satisfaction With Existing Parks and Recreation Programs, Facilities and Services

by percentage of respondents



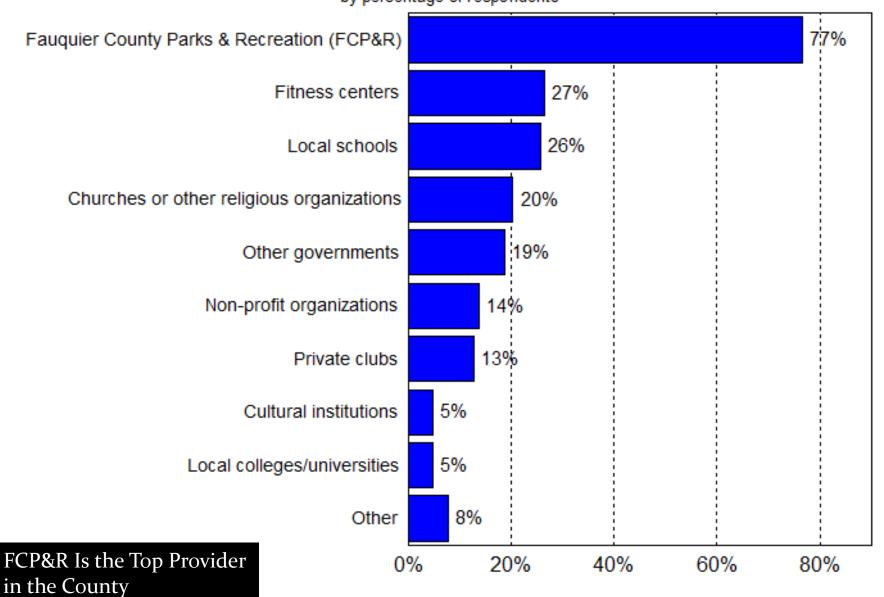
Satisfaction Ratings Are High In Most Areas (very low levels of dissatisfaction)

■Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (2/1)

# Topic #4 Market Share

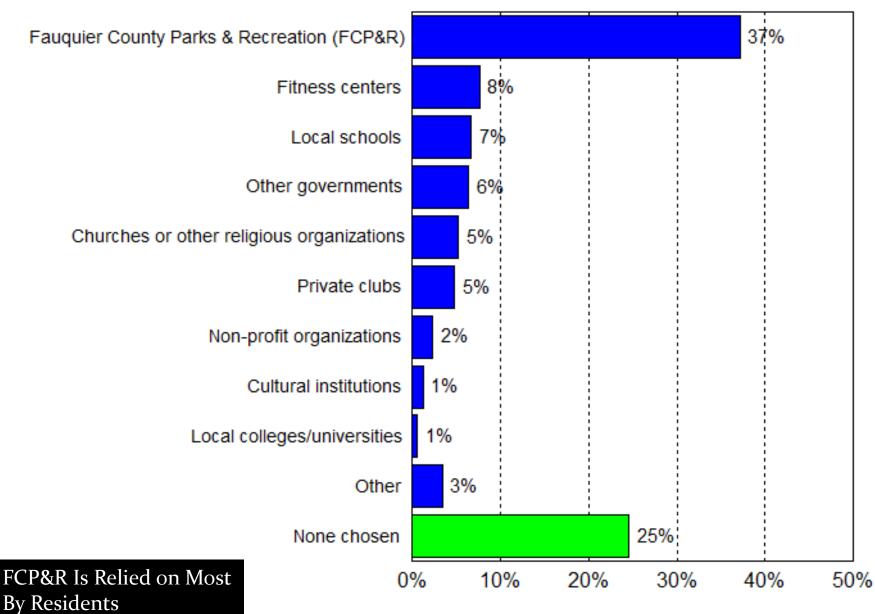
#### Q7. Organizations Used for Recreation Facilities by Household Members

by percentage of respondents



#### Q7-1. Facility Relied on Most by Household Members

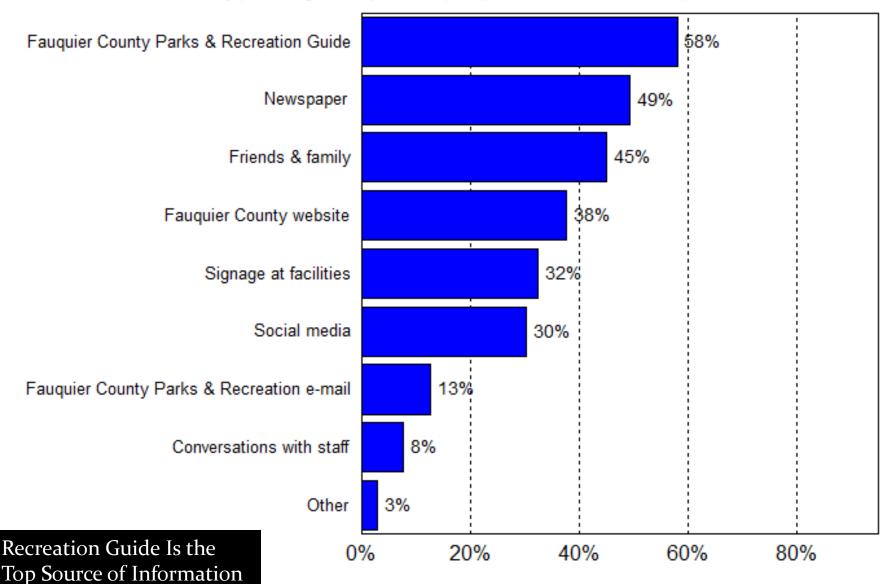
by percentage of respondents



# Topic #5 Communication

## Q17. How Respondent Households Learn About Fauquier County Parks and Recreation Programs and Activities

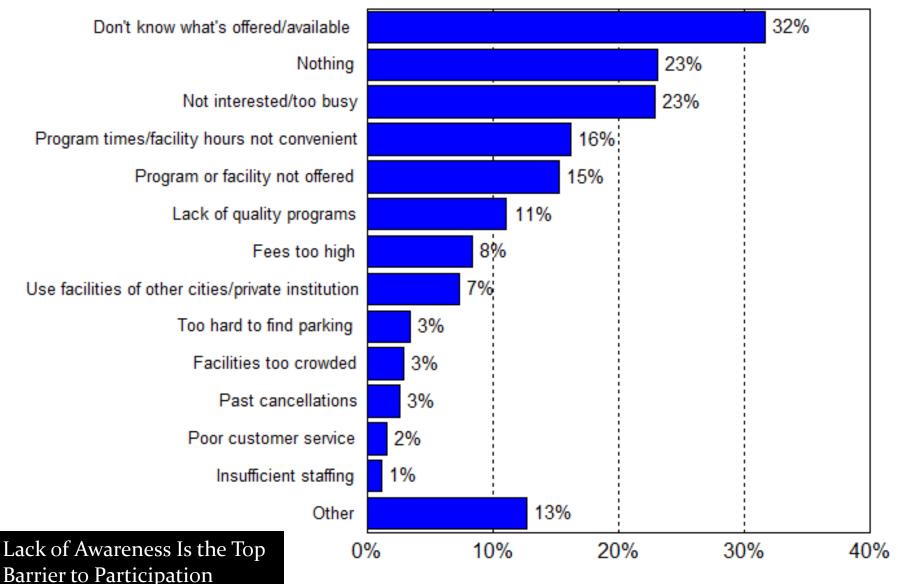
by percentage of respondents (multiple choices could be made)



# Topic #6 Barriers to Participation

#### Q8. Reasons Households Do Not Use Programs Offered by FCP&R More Often

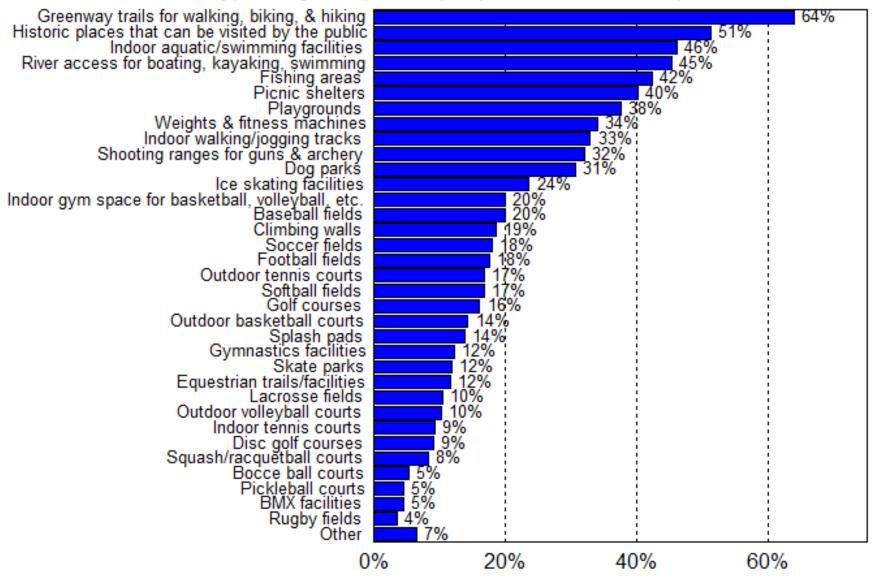
by percentage of respondents (multiple choices could be made)



# Topic #7 Unmet Needs and Priorities for FACILITIES

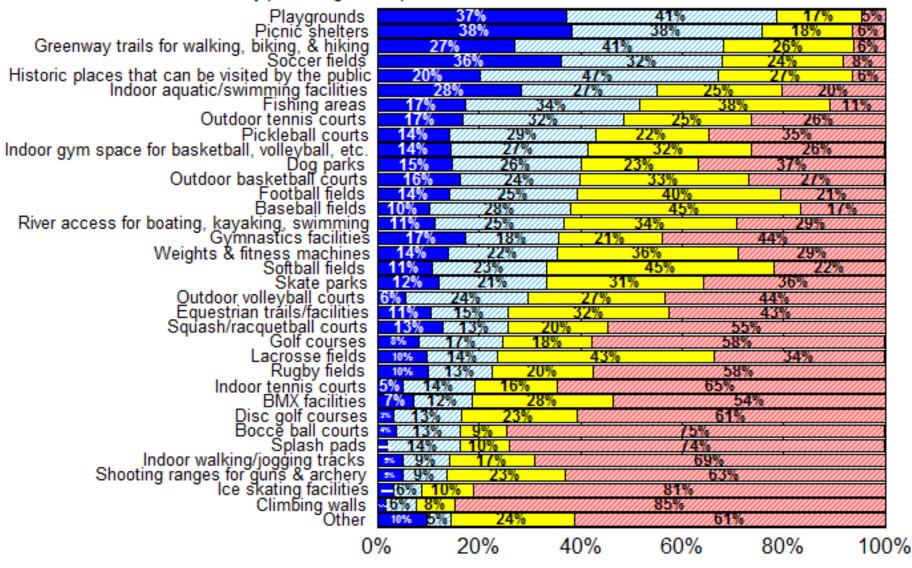
#### Q9. Facilities Respondent Households Have a Need For

by percentage of respondents (multiple choices could be made)



#### Q9-2. How Well Parks and Recreation Facilities Meet the Needs of Respondent Households

by percentage of respondents with a need for facilities

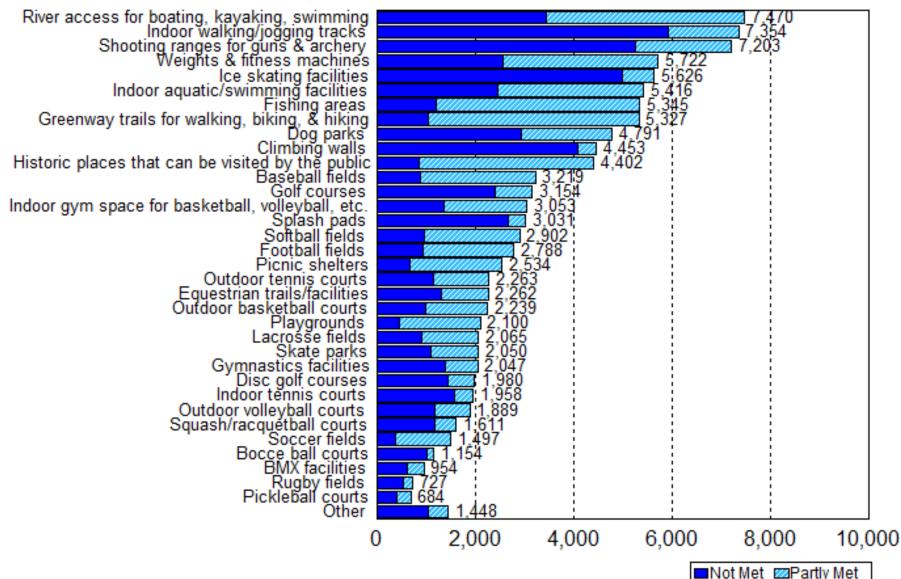


■Fully Met ZMostly Met Partly Met Mot Met

Source: ETC Institute (2016)

#### Q9-3. Estimated Number of Households Whose Needs for Facilities Are Being Partly Met or Not Met

by number of households based on 26,052 households in Fauquier County

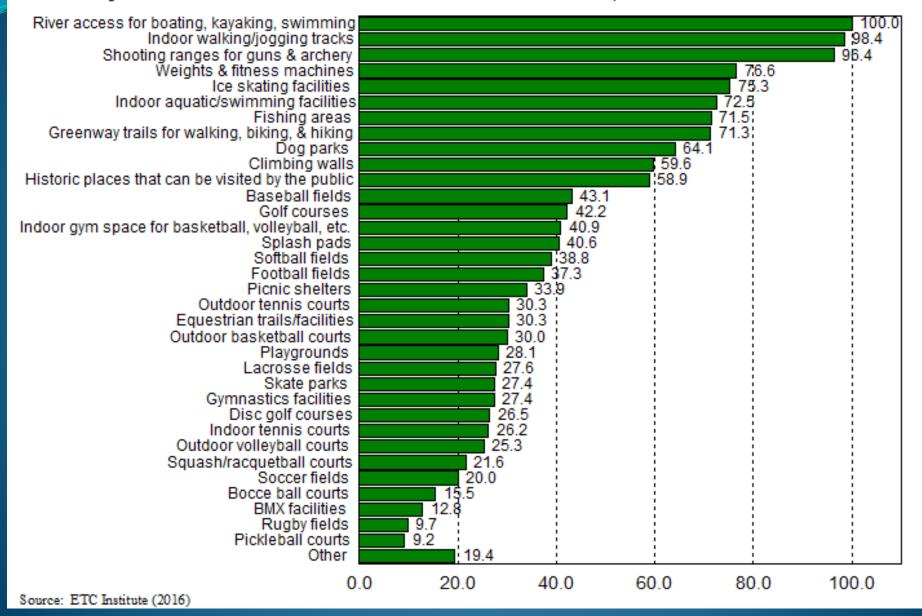


Source: ETC Institute (2016)

#### Unmet Needs Rating for Recreation Facilities

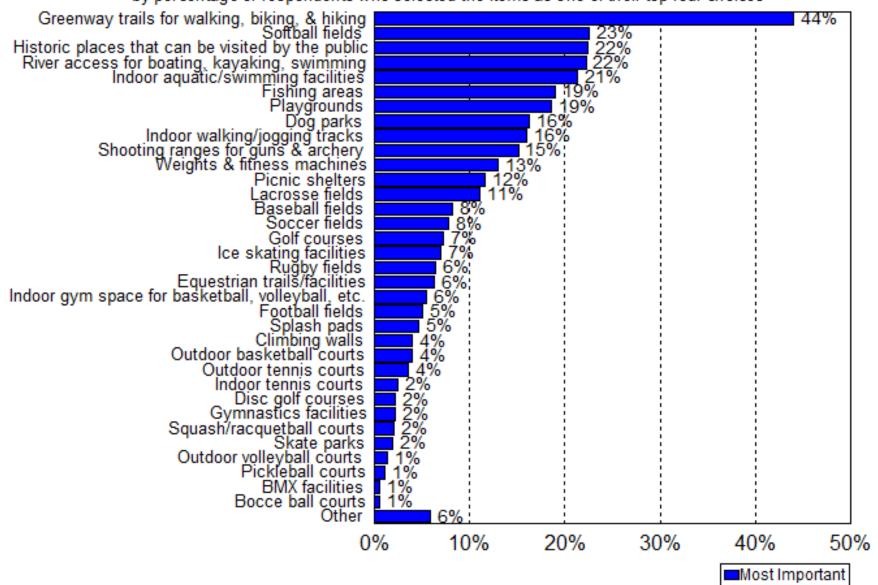
the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



#### Q10. Facilities That Are Most Important to Households

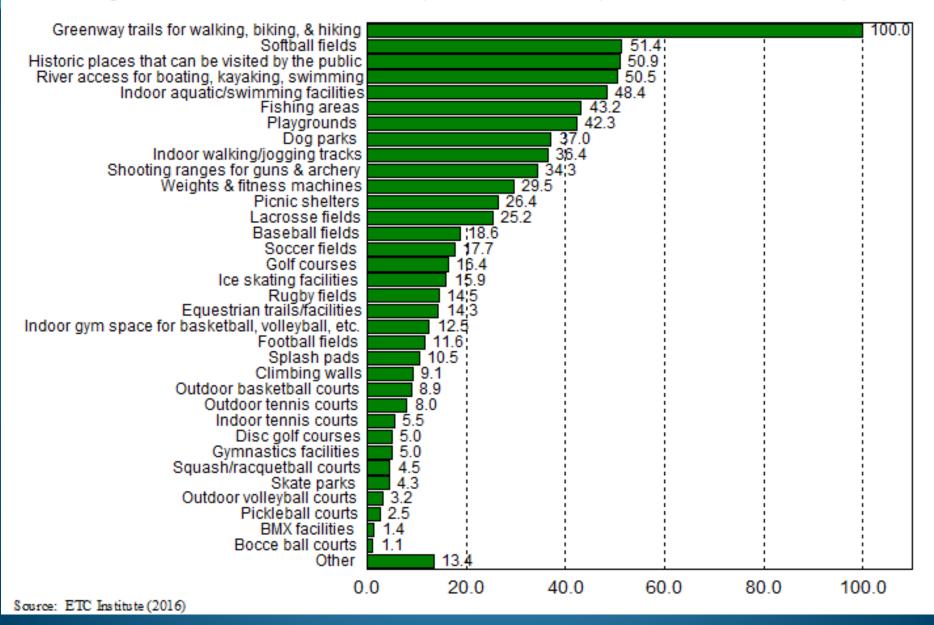
by percentage of respondents who selected the items as one of their top four choices



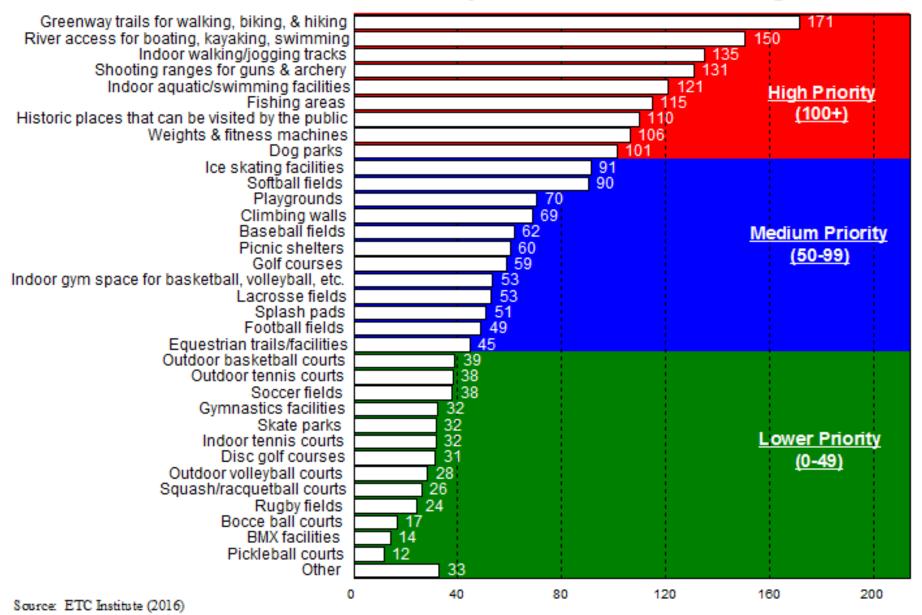
#### Importance Rating for Recreation Facilities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



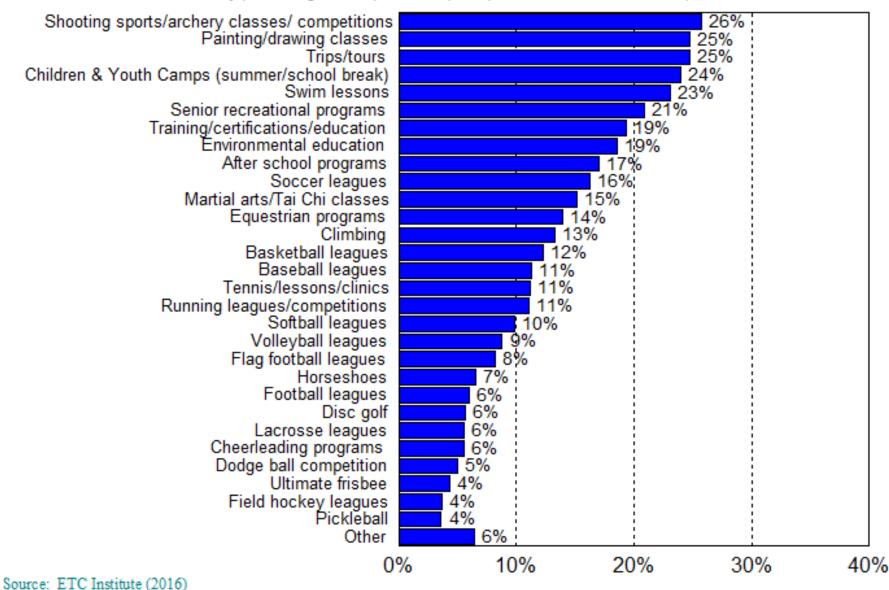
## Top Priorities for Investment for Recreation Facilities Based on the Priority Investment Rating



# Topic #8 Unmet Needs and Priorities for PROGRAMS

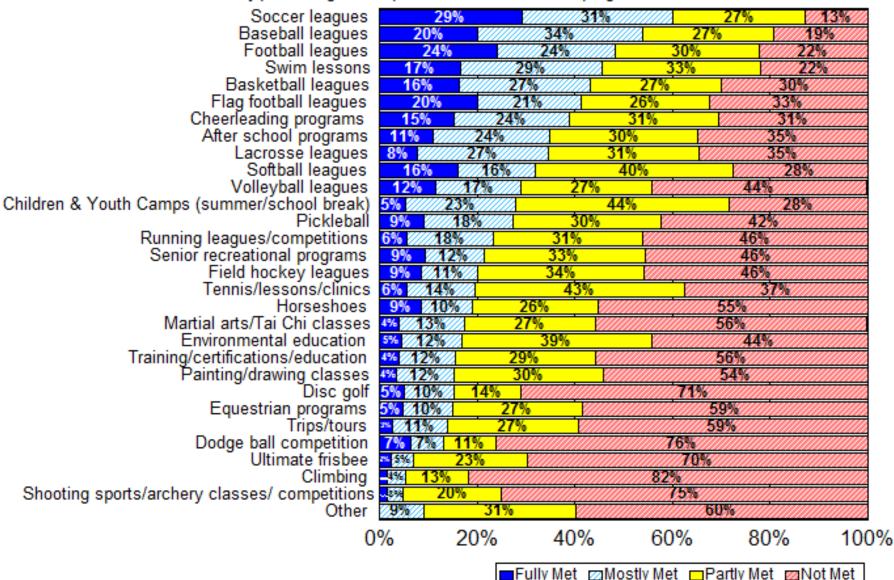
#### Q11. Programs and Activities That Respondent Households Have a Need For

by percentage of respondents (multiple choices could be made)



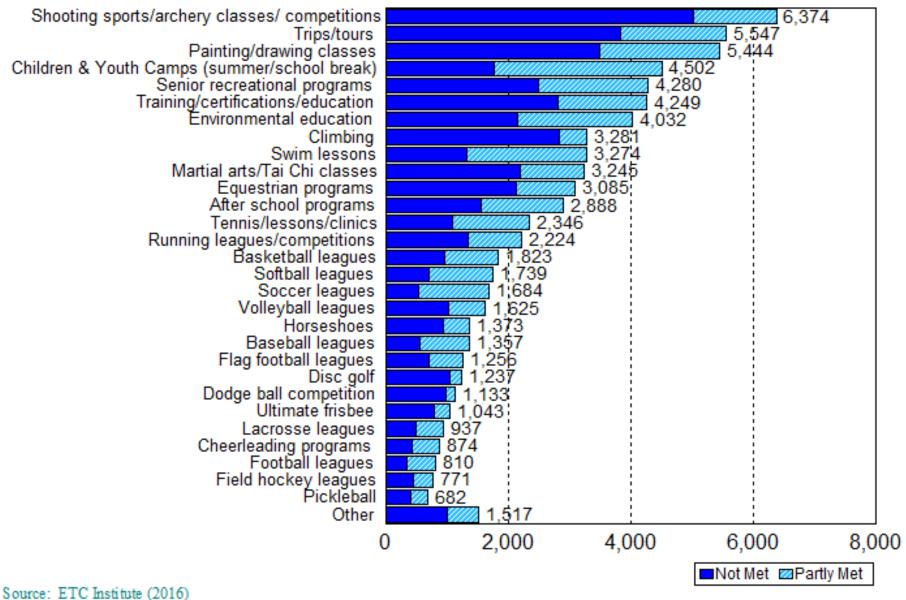
### Q11-2. How Well Programs and Activities Meet the Needs of Respondent Households

by percentage of respondents with a need for programs



### Q11-3. Estimated Number of Households Whose Needs for Programs and Activities Are Being Partly Met or Not Met

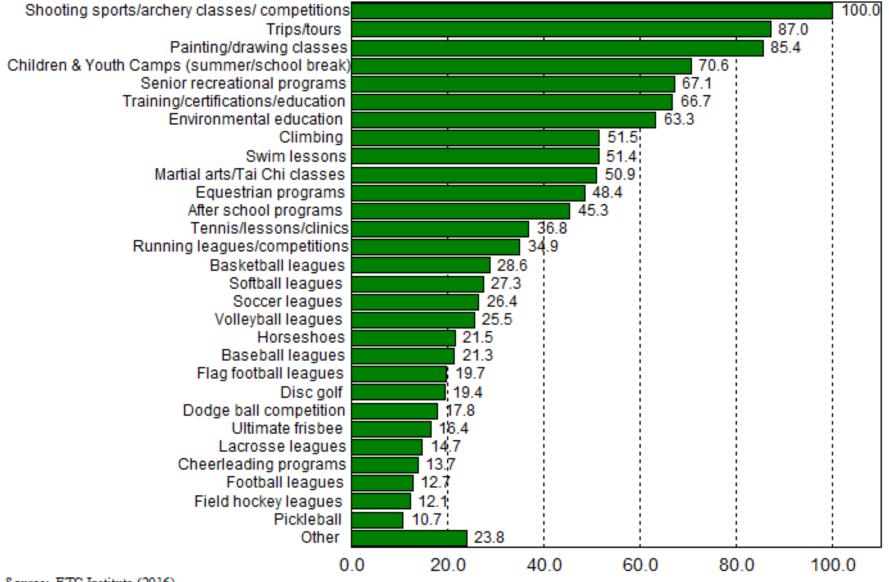
by number of households based on 26,052 households in Fauquier County



### Unmet Needs Rating for Recreation Programs

the rating for the item with the most unmet need=100

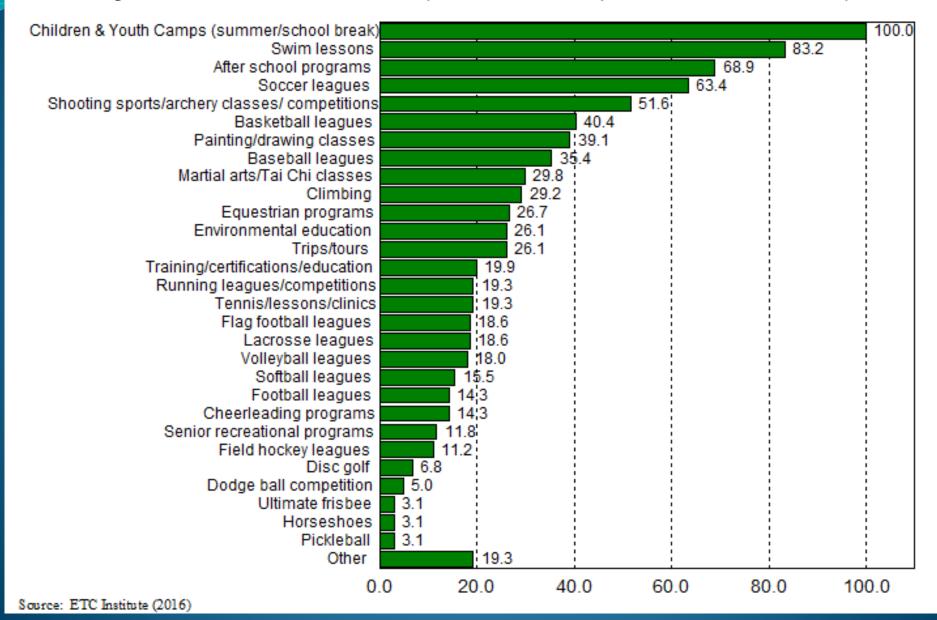
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



### Importance Rating for Youth Recreation Programs

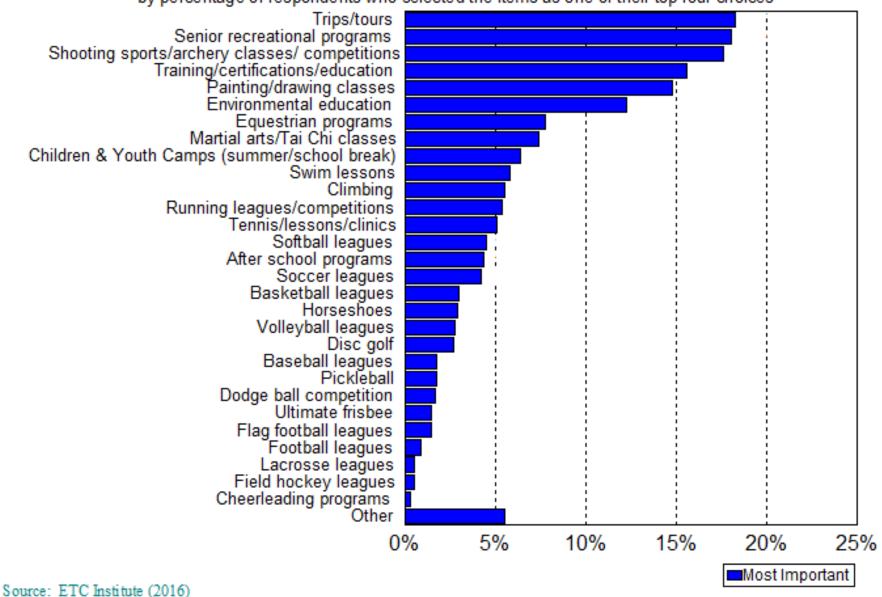
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



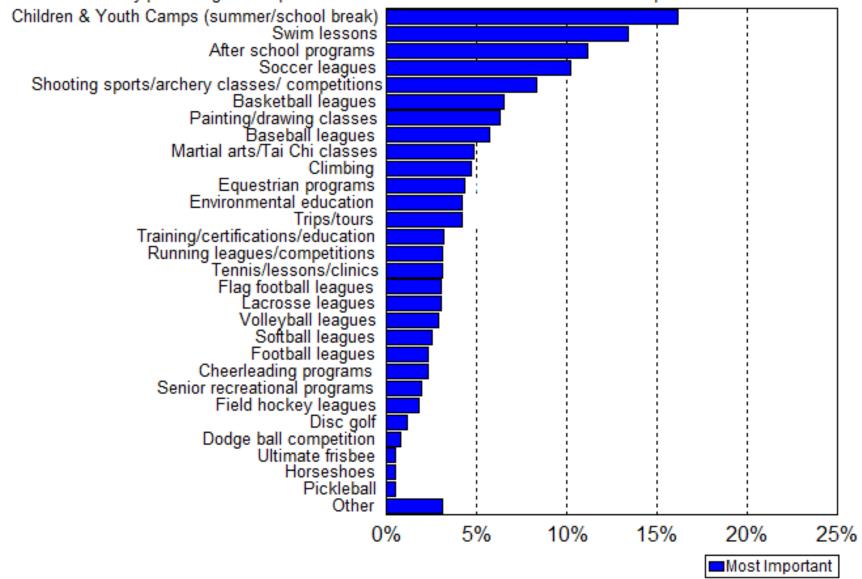
## Q13. Programs and Activities That Are Most Important to <u>Adults</u> in Households

by percentage of respondents who selected the items as one of their top four choices

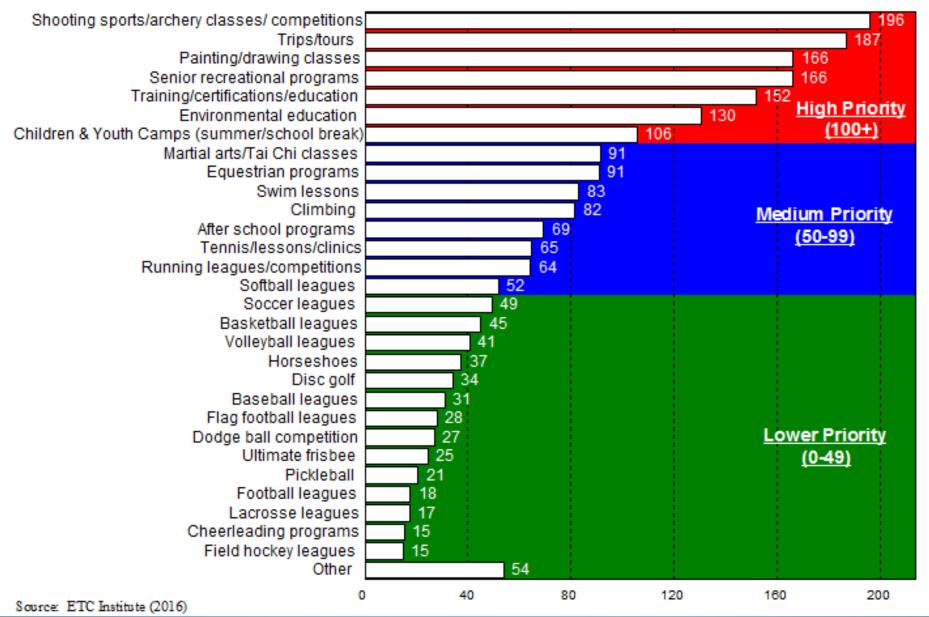


### Q12. Programs and Activities That Are Most Important to <u>Youth</u> in Households

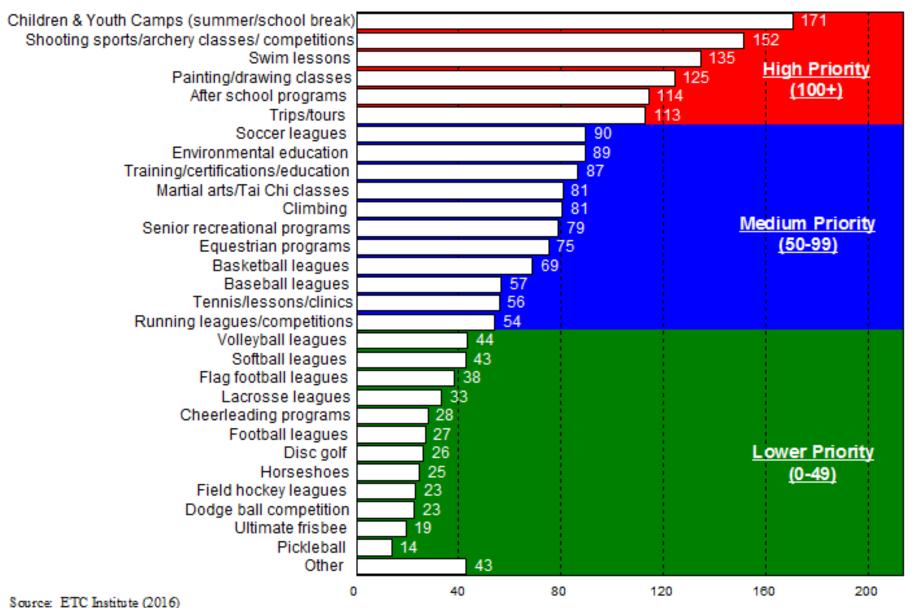
by percentage of respondents who selected the items as one of their top four choices



### Top Priorities for Investment for Adult Recreation Programs Based on the Priority Investment Rating



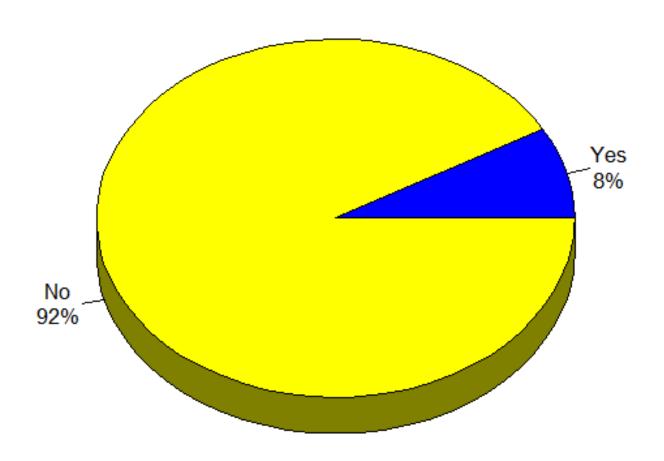
### Top Priorities for Investment for Youth Recreation Programs Based on the Priority Investment Rating



# Topic #9 How Well FCPRD Accommodates the Needs of Persons with Disabilities

## Q22. Demographics: Does Anyone in Household Have a Disability?

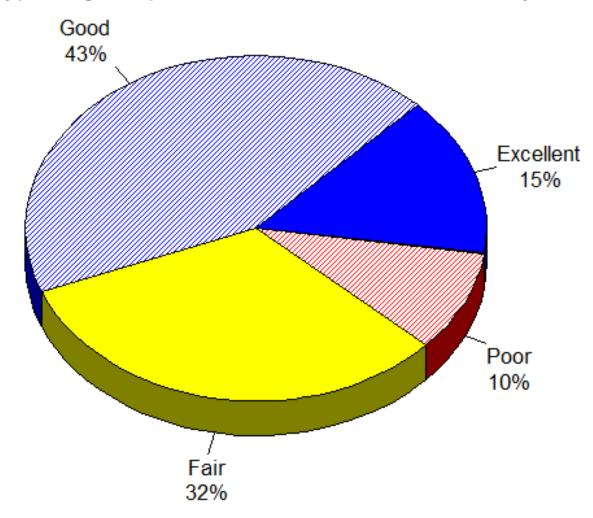
by percentage of respondents



Persons with Disabilities Were Well Represented

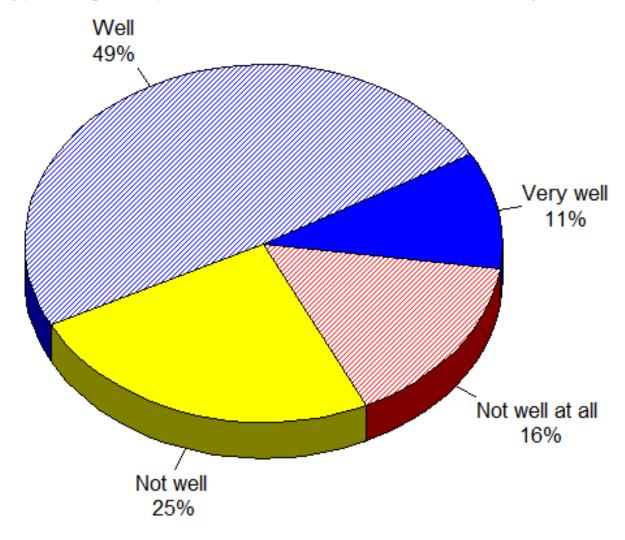
## Q22a. How Would You Rate the Accessibility of the FCP&R parks and facilities?

by percentage of respondents with a household member with a disability



## Q22b. How Well Do FCP&R Programs and Events Accommodate the Needs for Persons With Disabilities?

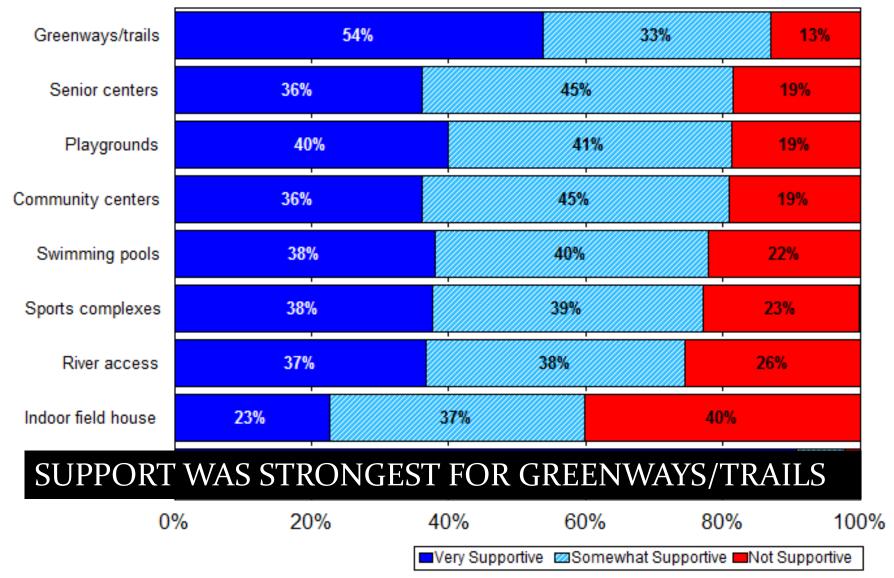
by percentage of respondents with a household member with a disability



## Topic #9 Support for Investments

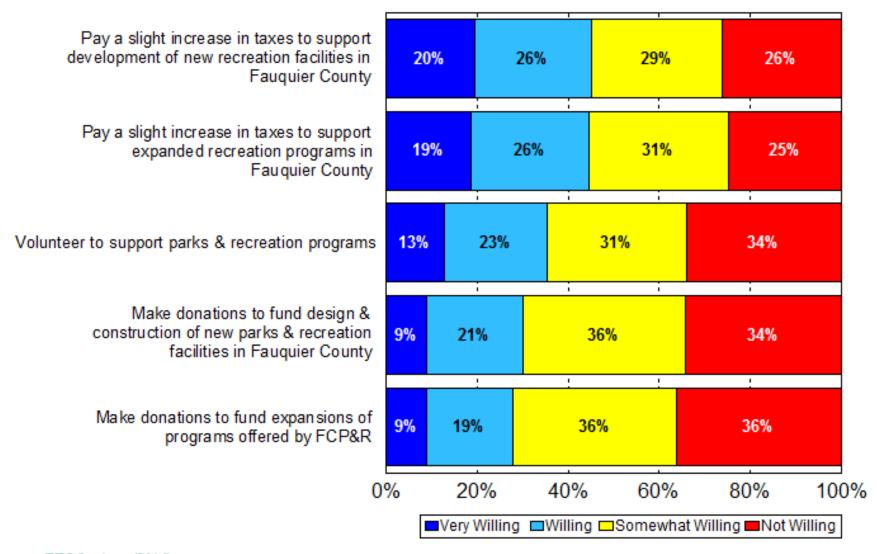
## Q15. Support of Having Fauquier County Use Tax Dollars to Fund Various Items

by percentage of respondents



## Q16. Willingness to Support Expanded Parks and Recreation Programs and Facilities

by percentage of respondents



### **Summary of What We Learned**

- Usage of FCPRD facilities is very high
- Satisfaction with FCPRD programs/facilities is very high
- The 5 highest priorities for <u>facility improvements</u> include:
  - Greenway trails for walking, biking and hiking
  - River access for boating, kayaking, and swimming
  - Indoor walking/jogging tracks
  - Shooting ranges for guns and archery
  - Indoor aquatic/swimming facilities
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- The 5 highest priorities for YOUTH program improvements include:
  - Children/youth camps (during summer and breaks)
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  - Swim lessons
  - Painting/drawing classes
  - After school programs

## Questions?

**THANK YOU!**